

CONTRACT



RTV 6
1330 N. Meridian Street
Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Product</u> IN-GOV-MIKE PENCE-Oct 16-Nov 6-TV		
<u>Contract Dates</u> 10/15/12 - 11/06/12		<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u> MAJ

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	10/15/12	11/05/12	11P News	11P-1135P M-F		:30			NM	14	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$475.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$475.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$475.00			
	Week:	11/05/12	11/11/12	M-----				1	\$475.00			
N 2	RTV 6	10/29/12	11/04/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$350.00			
N 3	RTV 6	10/15/12	11/04/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$475.00			
	Week:	10/22/12	10/28/12	-----S				1	\$475.00			
	Week:	10/29/12	11/04/12	-----S				1	\$475.00			
N 4	RTV 6	10/15/12	11/05/12	Nightline	1135P-1202A		:30			NM	14	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$225.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$225.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$225.00			
	Week:	11/05/12	11/11/12	M-----				1	\$225.00			
N 5	RTV 6	10/29/12	11/04/12	GMA Sat 8-9A	GMA SAT		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$120.00			
N 6	RTV 6	10/15/12	11/04/12	Sun 6-630P News	6-630P		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$180.00			
	Week:	10/22/12	10/28/12	-----S				1	\$180.00			
	Week:	10/29/12	11/04/12	-----S				1	\$180.00			
N 7	RTV 6	10/15/12	11/04/12	ABC This Week	9-10a		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$120.00			
	Week:	10/22/12	10/28/12	-----S				1	\$120.00			
	Week:	10/29/12	11/04/12	-----S				1	\$120.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> IN-GOV-MIKE PENCE-C	<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 8	RTV 6	10/29/12	11/06/12	MO 8-10pm Dancing	8-10p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 9	RTV 6	10/15/12	11/06/12	ABC Mon C	10P-11P		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,500.00			
Week:		10/22/12	10/28/12	M-----				1	\$2,500.00			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 10	RTV 6	10/29/12	11/04/12	ABC Tue A	8P-9P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00			
N 11	RTV 6	10/29/12	11/04/12	ABC Wed B	9P-10P		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$4,000.00			
N 12	RTV 6	10/29/12	11/06/12	6-7A News	6-7A		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 13	RTV 6	10/15/12	11/06/12	Good Morning America	7-9A		:30			NM	24	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				7	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				8	\$300.00			
Week:		11/05/12	11/11/12	MT-----				4	\$300.00			
N 14	RTV 6	10/15/12	11/06/12	DY 9-10A	9-10A		:30			NM	24	\$4,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$180.00			
Week:		10/22/12	10/28/12	MTWTF--				7	\$180.00			
Week:		10/29/12	11/04/12	MTWTF--				8	\$180.00			
Week:		11/05/12	11/11/12	MT-----				4	\$180.00			
N 15	RTV 6	10/15/12	11/06/12	The View	11A-12N		:30			NM	13	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 16	RTV 6	10/15/12	11/06/12	Midday News	12P-1230P		:30			NM	16	\$5,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$320.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$320.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$320.00			
Week:		11/05/12	11/11/12	MT-----				1	\$320.00			
N 17	RTV 6	10/15/12	11/06/12	EF 4-5P	4-5P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				3	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			

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<u>Contract / Revision</u> 184152 /		<u>All Order #</u>
<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> IN-GOV-MIKE PENCE-C	<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 18	RTV 6	10/15/12	11/06/12	5-530P News	5P-530P		:30			NM	16	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 19	RTV 6	10/15/12	11/06/12	530-6P News	530P-6P		:30			NM	14	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00			
N 20	RTV 6	10/15/12	11/06/12	6-630P News	6P-630P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	M-----				1	\$375.00			
N 21	RTV 6	10/15/12	11/06/12	7-730P News	7P-730p		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 22	RTV 6	10/22/12	11/05/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$325.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$325.00			
Week:		11/05/12	11/11/12	M-----				1	\$325.00			
N 23	RTV 6	10/15/12	10/28/12	ABC Thurs B	9P-10P		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
Week:		10/22/12	10/28/12	---T---				1	\$4,000.00			
N 24	RTV 6	10/29/12	11/04/12	CMA Awards	8-11p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$4,500.00			
N 25	RTV 6	10/15/12	11/04/12	ABC College FB - Prime/PA	8P-1130P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 26	RTV 6	10/15/12	11/04/12	ABC College FB-Afternoon	330P-7P		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,000.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,000.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,000.00			
N 27	RTV 6	10/29/12	11/04/12	ABC Sun C	9P-10P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-Q	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00	P2		
N 28	RTV 6	10/29/12	11/04/12	ABC Tue C	10P-11P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00	P2		
N 29	RTV 6	10/29/12	11/04/12	ABC Fri C	10P-11P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00	P2		
N 30	RTV 6	10/29/12	11/04/12	106-136A M-F	106-136A M-F		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$40.00	P2		
N 31	RTV 6	11/05/12	11/06/12	430-5a News	430-5a		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$10.00	PE		
N 32	RTV 6	10/29/12	11/04/12	Sa 730-8P Access	Sa 730-8P Access		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00	P2		
Totals											218	\$107,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	111	\$49,910.00	\$42,423.50
10/29/12 - 11/06/12	107	\$57,465.00	\$48,845.25
Totals	218	\$107,375.00	\$91,268.75

Signature: _____ **Date:** _____

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<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Product</u> IN-GOV-MIKE PENCE-Oct 16-Nov 6-TV		
<u>Contract Dates</u> 10/15/12 - 11/06/12		<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u> MAJ

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	10/15/12	11/05/12	11P News	11P-1135P M-F		:30			NM	14	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$475.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$475.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$475.00			
	Week:	11/05/12	11/11/12	M-----				1	\$475.00			
N 2	RTV 6	10/29/12	11/04/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$350.00			
N 3	RTV 6	10/15/12	11/04/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$475.00			
	Week:	10/22/12	10/28/12	-----S				1	\$475.00			
	Week:	10/29/12	11/04/12	-----S				1	\$475.00			
N 4	RTV 6	10/15/12	11/05/12	Nightline	1135P-1202A		:30			NM	14	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$225.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$225.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$225.00			
	Week:	11/05/12	11/11/12	M-----				1	\$225.00			
N 5	RTV 6	10/29/12	11/04/12	GMA Sat 8-9A	GMA SAT		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$120.00			
N 6	RTV 6	10/15/12	11/04/12	Sun 6-630P News	6-630P		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$180.00			
	Week:	10/22/12	10/28/12	-----S				1	\$180.00			
	Week:	10/29/12	11/04/12	-----S				1	\$180.00			
N 7	RTV 6	10/15/12	11/04/12	ABC This Week	9-10a		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$120.00			
	Week:	10/22/12	10/28/12	-----S				1	\$120.00			
	Week:	10/29/12	11/04/12	-----S				1	\$120.00			

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RTV 6
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Indianapolis, IN 46202
(317)635-9788

www.theindychannel.com

Contract / Revision	Alt Order #
184152 /	

Contract Dates	Product	Estimate #
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

Advertiser	Original Date / Revision
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	RTV 6	10/29/12	11/06/12	MO 8-10pm Dancing	8-10p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$2,500.00			
		Week: 11/05/12	11/11/12	M-----				1	\$2,500.00			
N 9	RTV 6	10/15/12	11/06/12	ABC Mon C	10P-11P		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$2,500.00			
		Week: 10/22/12	10/28/12	M-----				1	\$2,500.00			
		Week: 10/29/12	11/04/12	M-----				1	\$2,500.00			
		Week: 11/05/12	11/11/12	M-----				1	\$2,500.00			
N 10	RTV 6	10/29/12	11/04/12	ABC Tue A	8P-9P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--T-----				1	\$2,500.00			
N 11	RTV 6	10/29/12	11/04/12	ABC Wed B	9P-10P		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$4,000.00			
N 12	RTV 6	10/29/12	11/06/12	6-7A News	6-7A		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				4	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$300.00			
N 13	RTV 6	10/15/12	11/06/12	Good Morning America	7-9A		:30			NM	24	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$300.00			
		Week: 10/22/12	10/28/12	MTWTF--				7	\$300.00			
		Week: 10/29/12	11/04/12	MTWTF--				8	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				4	\$300.00			
N 14	RTV 6	10/15/12	11/06/12	DY 9-10A	9-10A		:30			NM	24	\$4,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$180.00			
		Week: 10/22/12	10/28/12	MTWTF--				7	\$180.00			
		Week: 10/29/12	11/04/12	MTWTF--				8	\$180.00			
		Week: 11/05/12	11/11/12	MT-----				4	\$180.00			
N 15	RTV 6	10/15/12	11/06/12	The View	11A-12N		:30			NM	13	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$300.00			
		Week: 10/22/12	10/28/12	MTWTF--				4	\$300.00			
		Week: 10/29/12	11/04/12	MTWTF--				4	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$300.00			
N 16	RTV 6	10/15/12	11/06/12	Midday News	12P-1230P		:30			NM	16	\$5,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$320.00			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$320.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$320.00			
		Week: 11/05/12	11/11/12	MT-----				1	\$320.00			
N 17	RTV 6	10/15/12	11/06/12	EF 4-5P	4-5P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$375.00			
		Week: 10/22/12	10/28/12	MTWTF--				3	\$375.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$375.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	11/11/12	MT-----				1	\$375.00			
N 18	RTV 6	10/15/12	11/06/12	5-530P News	5P-530P		:30			NM	16	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 19	RTV 6	10/15/12	11/06/12	530-6P News	530P-6P		:30			NM	14	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00			
N 20	RTV 6	10/15/12	11/06/12	6-630P News	6P-630P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	M-----				1	\$375.00			
N 21	RTV 6	10/15/12	11/06/12	7-730P News	7P-730p		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 22	RTV 6	10/22/12	11/05/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$325.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$325.00			
Week:		11/05/12	11/11/12	M-----				1	\$325.00			
N 23	RTV 6	10/15/12	10/28/12	ABC Thurs B	9P-10P		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
Week:		10/22/12	10/28/12	---T---				1	\$4,000.00			
N 24	RTV 6	10/29/12	11/04/12	CMA Awards	8-11p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$4,000.00			
N 25	RTV 6	10/15/12	11/04/12	ABC College FB - Prime/PA	8P-1130P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 26	RTV 6	10/15/12	11/04/12	ABC College FB-Afternoon	330P-7P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 27	RTV 6	10/29/12	11/04/12	ABC Sun C	9P-10P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> IN-GOV-MIKE PENCE-Q2433	<u>Estimate #</u>
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00			
N 28	RTV 6	10/29/12	11/04/12	ABC Tue C	10P-11P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00			
N 29	RTV 6	10/29/12	11/04/12	ABC Fri C	10P-11P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00			
N 30	RTV 6	10/29/12	11/04/12	106-136A M-F	106-136A M-F		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$40.00			
N 31	RTV 6	11/05/12	11/06/12	430-5a News	430-5a		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$10.00			
Totals											217	\$107,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	111	\$50,310.00	\$42,763.50
10/29/12 - 11/06/12	106	\$57,065.00	\$48,505.25
Totals	217	\$107,375.00	\$91,268.75

Signature: _____ **Date:** _____

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INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence
 Media: TV
 Product: General TV
 Market: Indianapolis

Estimate: 2433

Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV

Flight Start Date: 10/15/12 5:00:00 AM

Flight End Date: 11/6/12 2:59:00 PM

Buyer: Whitney Eversole

Separation between spots:

15

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots
						10/15	10/22	10/29	11/5		
WRTV-TV											
P2-81	MTuWThF 6:00a-7:00a GD MORN IN 2	EM	\$300.00	\$255.00	30	0	0	4	2		6
P2-82	MTuWThF 7:00a-9:00a GD MRN AMR-ABC	EM	\$300.00	\$255.00	30	5	7	8	4		24
P2-83	MTuWThF 9:00a-10:00a REGIS&KELLY	DT	\$180.00	\$153.00	30	5	7	8	4		24
P2-84	MTuWThF 11:00a-12:00p VIEW-ABC	DT	\$300.00	\$255.00	30	3	4	4	2		13
P2-85	MTuWThF 12:00p-12:30p NWS/MDDAY-RTV6	DT	\$320.00	\$272.00	30	5	5	5	1		16
P2-86	MTuWThF 4:00p-5:00p JUDGE JUDY B<	EF	\$375.00	\$318.75	30	3	3	5	1		12
P2-87	MTuWThF 5:00p-5:30p FRST FVE1-RTV6	EN	\$375.00	\$318.75	30	5	5	5	1		16
P2-88	MTuWThF 5:30p-6:00p NEWS-530 RTV 6<	EN	\$300.00	\$255.00	30	4	4	5	1		14
P2-89	MTuWThF 6:00p-6:30p NWS/6PM-RTV6<	EN	\$375.00	\$318.75	30	3	4	4	1		12
P2-90	MTuWThF 7:00p-7:30p NWS/7PM-RTV6<	PA	\$600.00	\$510.00	30	3	4	4	1		12
P2-91	MTuWThF 7:30p-8:00p INSIDER<	PA	\$325.00	\$276.25	30	0	2	3	1		6



INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence
Media: TV
Product: General TV
Market: Indianapolis
Estimate: 2433
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV
Flight Start Date: 10/15/12 5:00:00 AM
Flight End Date: 11/6/12 2:59:00 PM
Buyer: Whitney Eversole

Separation between spots: 15

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots
						10/15	10/22	10/29	11/5		
WRTV-TV											
92-92	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$475.00	\$403.75	30	4	4	5	1	14	
92-93	Sa 11:30p-12:00a SAT LATE NEWS	LN	\$350.00	\$297.50	30	0	0	1	0	1	
92-94	Su 11:00p-11:35p SUN LATE NEWS	LN	\$765.00	\$650.25	30	1	1	1	0	3	
92-95	MTuWThF 11:35p-12:05a NIGHTLINE	LF	\$225.00	\$191.25	30	4	4	5	1	14	
92-96	Sa 8:00a-9:00a GD MRN-SAT-ABC	WK	\$120.00	\$102.00	30	0	0	1	0	1	
92-97	Su 6:00p-6:30p SUN NWS-RTV6	EN	\$180.00	\$153.00	30	1	1	1	0	3	
92-98	Su 9:00a-10:00a THIS WEEK-ABC	WK	\$160.00	\$136.00	30	1	1	1	0	3	
92-99	M 8:00p-10:00p DANCING	PT	\$2,450.00	\$2,082.50	30	0	0	1	1	2	
92-100	M 10:00p-11:00p CASTLE	PT	\$2,500.00	\$2,125.00	30	1	1	1	1	4	
92-101	Tu 9:00p-10:00p DANC-RESULT-ABC	PT	\$2,500.00	\$2,125.00	30	0	0	1	0	1	
92-103	W 9:00p-10:00p MODERN/NEIGHBORS	PT	\$4,000.00	\$3,400.00	30	0	0	1	0	1	



INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence
Media: TV
Product: General TV
Market: Indianapolis
Estimate: 2433
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV
Flight Start Date: 10/15/12 5:00:00 AM
Flight End Date: 11/6/12 2:59:00 PM
Buyer: Whitney Eversole

Separation between spots: 15

Total Spots

Wks

Daypart Code STN Gross STN Net Dur 10/15 10/22 10/29 11/5

Line No Daypart Program

WRTV-TV

104 Th 9:00p-10:00p

GREYS

105 Sa 8:00p-11:00p

SAT NT FTB-ABC

106 Sa 3:30p-7:00p

ABC CLG FTBL L<

108 Su 9:00p-10:00p

REVENGE

3

3

3

1

212

Total Spots: 51 60 78 23

Total Cost: \$107,375.00 \$91,268.75

Total

OCT 12 \$52,545.00 \$44,663.25

NOV 12 \$54,830.00 \$46,605.50

111

101

Signature:

Disclaimer:

Summary by Station/System

Date: 8/1/2012

Client: IN Mike Pence
Media: TV
Product: General TV
Market: Indianapolis
Estimate: 2433
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV
Flight Start Date: 10/15/12 5:00:00 AM
Flight End Date: 11/6/12 2:59:00 PM

Separation between spots: 15
Buyer: Whitney Eversole

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WRTV-TV	212	\$107,375.00	100%	\$91,268.75	100%
Market Total:	212	\$107,375.00		\$91,268.75	

STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP
DELAWARE, OH 43015

25-2-440

08/02/2012

PAY
TO THE
ORDER OF

WRTV-TV

\$**91,268.75

Ninety-one thousand two hundred sixty-eight and 75/100*****

DOLLARS

WRTV-TV

AUTHORIZED SIGNATURE

MEMO

MIKE PENCE BUY 10/16/12 - 11/6/12

⑈00016531⑈ ⑆044000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

08/02/2012

WRTV-TV

16531

MIKE PENCE BUY 10/16/12 - 11/6/12

91,268.75

184152

107,375

CHECK TO LISA 8/8/12

102 Huntington

MIKE PENCE BUY 10/16/12 - 11/6/12

91,268.75

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, KEGAN BERAN / WHITNEY EVERSOLE,being/on behalf of: MIKE PENCE, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: GOVERNOR OF INDIANAin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

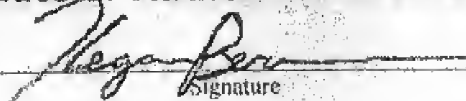
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE REQUEST FOR POLITICAL AVAILS AND RATES
(To be filled out and kept on file for public inspection)

To: Jennifer Hyslop
Station: WRTV Indianapolis
From: Strategic Media Placement, Inc.
Date: 8/8/12

This request was:
☒ Accepted
☐ Rejected

Agency: Strategic Media Placement, Inc.
Address: 7669 Stagers Loop
Delaware, OH 43015

Phone#: 7402015530
Fax#:

Contact: Whitney Eversole

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS ☐ SPECIAL ☐ PRIMARY ☒ General

Candidate named in message: Mike Pence

Political Party: Republican

Office being sought: Governor

Candidate Written Certification: ☐ Yes ☒ No

Election referred to: Governor

Sponsor (or authorized committee): Mike Pence for Indiana

Address: PO Box 1038
Anderson, IN 46015

Phone: 7656439503

Executive (authorized) Officer:

Treasurer: Fred S. Klipsch

Station disclosure statement provided: _____